



ALAMO COLLEGES DISTRICT
Palo Alto College



Advising Adventures: The Utilization of Data and the Creation of an Advising Scorecard Palo Alto College

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Presentation Overview

- Palo Alto College Demographics
- Case Management at Palo Alto College
- Advising Goals (KPIs, Unit Plans, Scorecard)
- Why an Advising Scorecard
- Components of a Scorecard
- Advising Outcomes



Overview of Palo Alto College

- Two-Year Public Comprehensive Community College
- Location: South San Antonio, Texas
- Accredited by SACSCOC (Southern Association of Colleges and Schools Commission on Colleges)
- Degrees Awarded: Associate of Arts, Associate of Science, Associate of Art in Teaching, Associate of Applied Science, and Certificates



Overview of Palo Alto College

- 19% Full-time, 81% Part-time
- 60% Female, 40% Male
- Ethnicity:
 - 78% Hispanic
 - 17% White
 - 3% African-American
- 71% of First Time in College Students (FTICs) require some level of developmental education
- 62% on Financial Aid Assistance
- 53% Economically Disadvantaged



Case Management at PAC (Structure)

- Three (3) Advising Centers on campus
 - Certified Advisor Caseload (350:1)
 - VA One Stop Center
- Advising Centers are defined by AlamoINSTITUTES (Program Pathways)
- Peer Advisors assigned to each Advising Center
- Students are assigned to a Certified Advisor their initial semester
- Advisor-Advisee Meetings
 - Appointments (90%) vs. Walk-Ins (10%)

Student Success Management Plan

Weekly and Bi-Weekly contact focused on persistence, retention, and completion:

- Welcoming all FTICs and Returning students via telephone and email
- Informing students of upcoming deadlines and campus events
- Advising appointments for 15, 30, and 45 hour milestones
- EDUC1300 classroom presentations (Individual Success Plan and My Mission Statement)
- Advising Month (October and March)
- Graduation Applications
- Transfer Intent
- Financial Aid Applications, Appeals, and Satisfactory Academic Progress



Questions to consider?

- If your college has an assigned advisor or case management system in place, how does it function?
 - True Case Management?
 - Mandatory meetings?
 - Come as you please?
 - For registration purpose?
- Do your advisors clearly understand their goals in relation to unit and college goals?
- Can an Advisor clearly identify their success or improvements needed within their caseload?

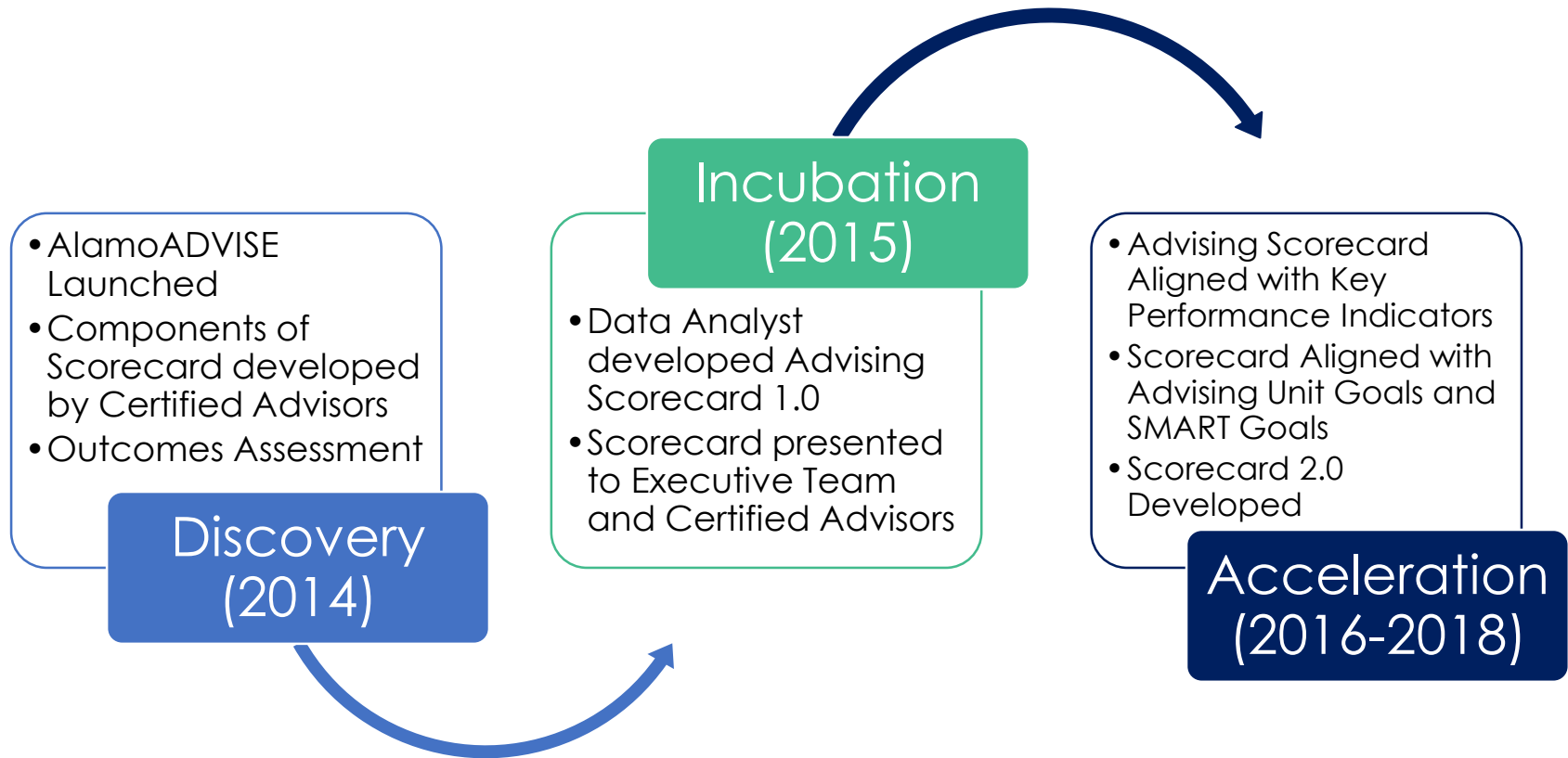


Palo Alto College Advising Goals

- Increase First Time, Full Time Persistence Rates
 - Baseline Rate: 59.2% (FA 2012 FTIC)
 - Goal = 68.7%
- Increase 3-year and 4-year Graduation Rates
 - Baseline Rate: 9.6% (3-year 2009 F/T FTIC cohort)
 - Goal = 26.6%
 - Baseline Rate: 13.3% (4-year 2008 F/T FTIC cohort)
 - Goal = 29.5%
- Increase Advisor Caseload Contact Ratio
 - Baseline Rate: 69% (SP 2016)
 - Goal = 5% Increase



Radical Innovation Process, Evolution of the Advising Scorecard



Why an Advising Scorecard?

- Data Informed, Students First
- Defines what success means for a Certified Advisor, Advising Center, and Advising Services
- Builds a comprehensive overview of a Certified Advisor's caseload (350:1)
- Alignment with College Key Performance Indicators
- Comparative caseload data
- Highlights and opportunities for improvement



Data Components of Advising Scorecard

- **Success Rates:** Percent of Caseload that earned an A, B, or C (PGR), Failure Rate, Completion Rate & Withdrawal Rate
- **Semester to Semester Persistence:** Students persisting from Fall to Spring or Spring to Fall
- **Fall to Fall Persistence:** Students persisting from Fall to Fall
- **Caseload Contact Rate:** Percent of caseload that has been advised by Certified Advisor
- **Graduation Rate:** Percent of caseload that graduated in a particular semester
- **Early Alert Rate:** Percent caseload that had a Level II Early Alert submitted
- **Academic Standing:** Percent of caseload in good standing, on probation, or on dismissal



Food for Thought? What do Advisors want to know about their caseload?

- Who are my students
 - Demographics
 - Programs of Study (Majors)
- Visits
 - Who coming in to see me?
 - Who's not?
 - Who need to see me?
- Success
 - How are my students doing in class?
 - Who's persisting, who's not?
 - Academic Standing?
 - Who's withdrawing?
 - Who's graduated?



Advising Scorecard: Sample

Advising Scorecard: Student Contact

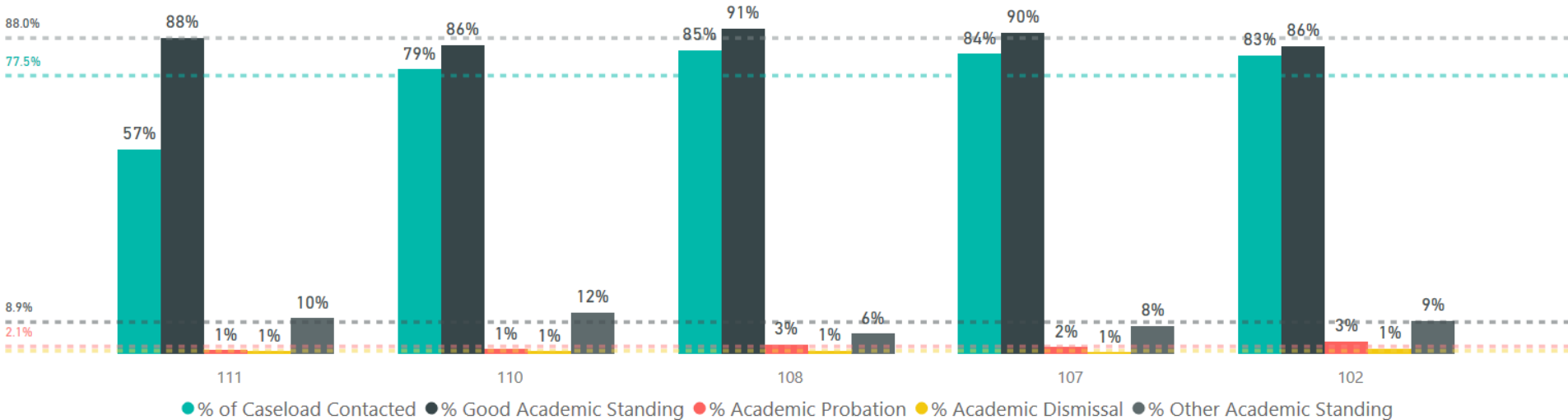
Semester

Fall 2017

Advising Center

SEED

Student Contact By Advisor



Advising Scorecard: Sample

Live Demonstration of Software



Linking Smart Goals, Unit Goals, & KPI's

Smart Goals (*Individual*)

Increase caseload contact by 7% from 68% to 75% by then end of Fall 2017 semester (Dec 15th).



Unit Goals (*Advising Department*)

The SEED Advising Center, will increase student contact ratio by 5% for Fall 2017 (Baseline 70.2%).



Key Performance Indicators (*College*)

Increase Fall-to-Fall FTIC Persistence








Smart Goal & Unit Goal Review: Sample

Smart Goal & Advising Unit Goal Review

Purpose: This review is to help support, understand, and enhance individual smart goals, advising unit goals, and college key performance indicators (KPI's) in relation to the Academic Advising experience.

Item	Description
College Key Performance Indicators (KPI's)	FT FTIC Persistence: 62.8% Graduation Rate: 21.3% 6 Year Transfer: 17.6%
Unit Goal	Unit Goal # 2. The _____ Advising Center, will increase student contact ratio by 5% for Fall 2017 and Spring 2018 (Baseline, Fall 2016 advising scorecard caseload contact ratio ____% & Spring 2017 advising scorecard caseload contact date).
Current Fall 2016 Contact Ratios (Source: Fall 2016 Advising Score Card)	C.A Contact Ratio: _____ _____ Advising Center Contact Ratio: _____ PAC Overall Contact Ratio: _____ PAC Highest Contact Ratio: _____ PAC Lowest Contact Ratio: _____
Individual Contact Goal	Increase caseload contact by ____% from ____% to ____% by the end of Fall 2017 semester (Dec. 15).
Resources (How can we support/help?)	1. 2. 3. 4. 5.
Accountability (How will progress be measured or supported? Ex: Bi-weekly or Monthly meetings)	Plan or Date:
Comments: (Additional information that was discussed or amended to Unit Goal Review)	
Team Agreement:	Certified Advisor: _____ Date: _____ Team Leader: _____ Date: _____ Director of Advising: _____ Date: _____

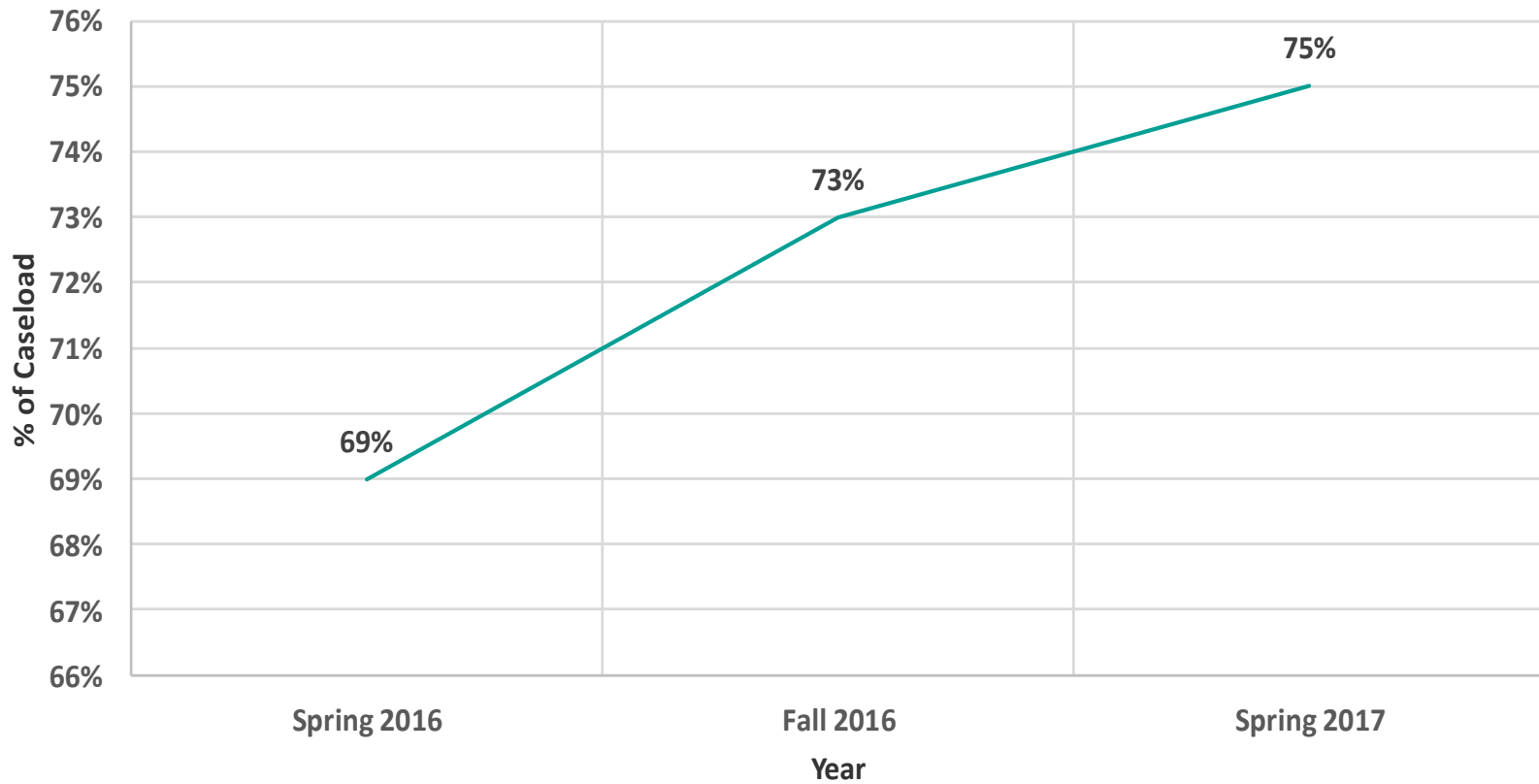
Advising Outcomes: CCSSE Results

Student Engagement Domain	2011	2013	2015	2017
Active & Collaborative Learning	48.9	49.4	48.2	49.4 
Student Effort	49.0	49.3	50.6	55.8 
Academic Challenge	48.7	46.7	46.5	51.6 
Student/Faculty Interaction	48.4	50.1	48.3	53.0 
Support for Learners	53.2	53.9	51.7	58.2 

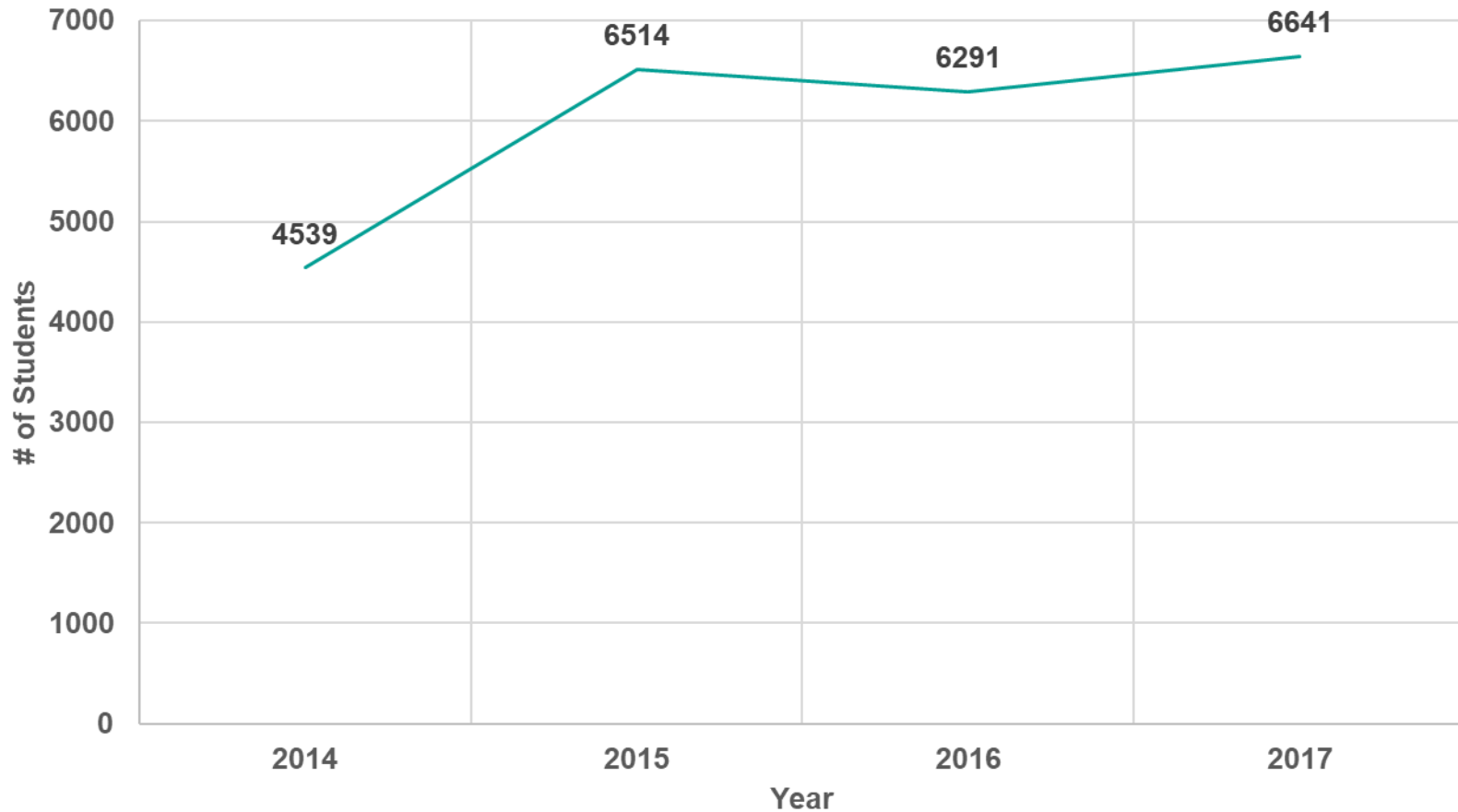
Source: ACD IRES- KPI Benchmark Rpt., CCSSEE Benchmark Reports



Advising Outcomes: Advisor Caseload Contact (Two-Way Communication)



Advising Outcomes: Fall Semester Advising Visits

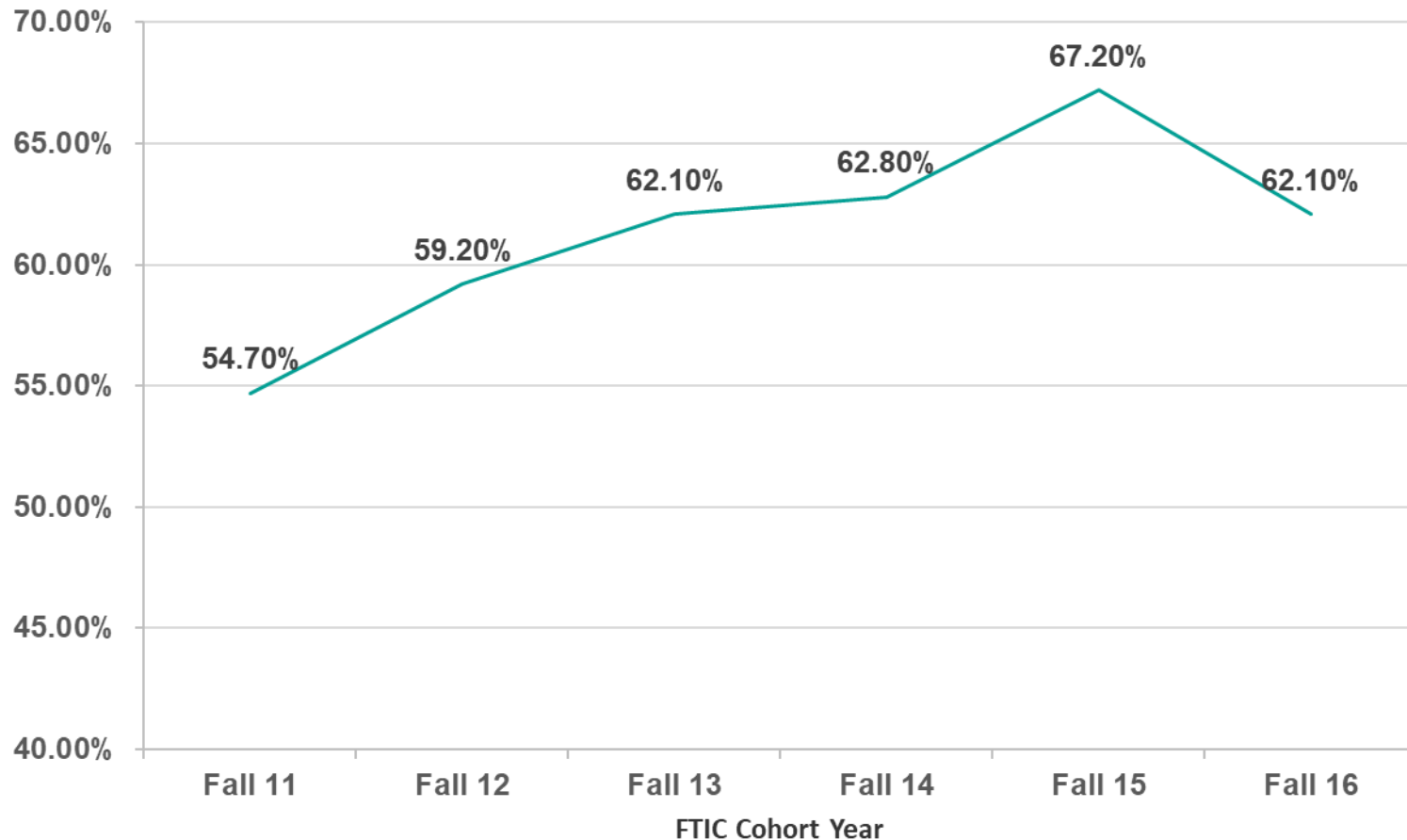


Advising Outcomes: Fall 2017 Student Learning Outcomes (SLOs)

Question	Strongly Agree/Agree	Response Count
Understand how to develop and follow an ISP/degree plan/transfer plan and certificates	80%	473/593
Understand critical policies and dates	86%	512/596
Value the Advisor/Student relationship	89%	495/596
Value the completion of the educational pathway	85%	507/595



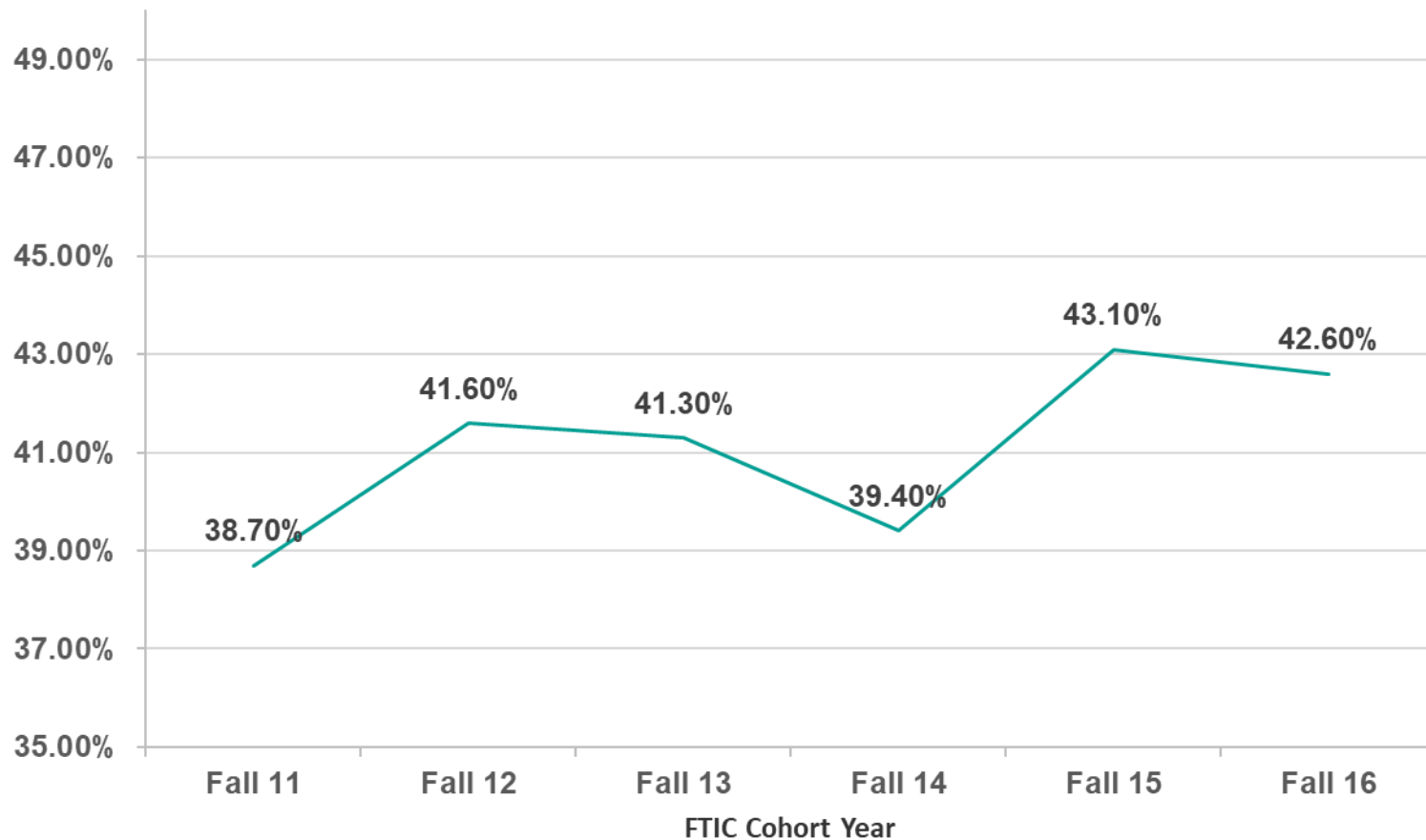
Advising Outcomes: Full-Time FTIC Fall-to-Fall Persistence



Source: THECB Almanac



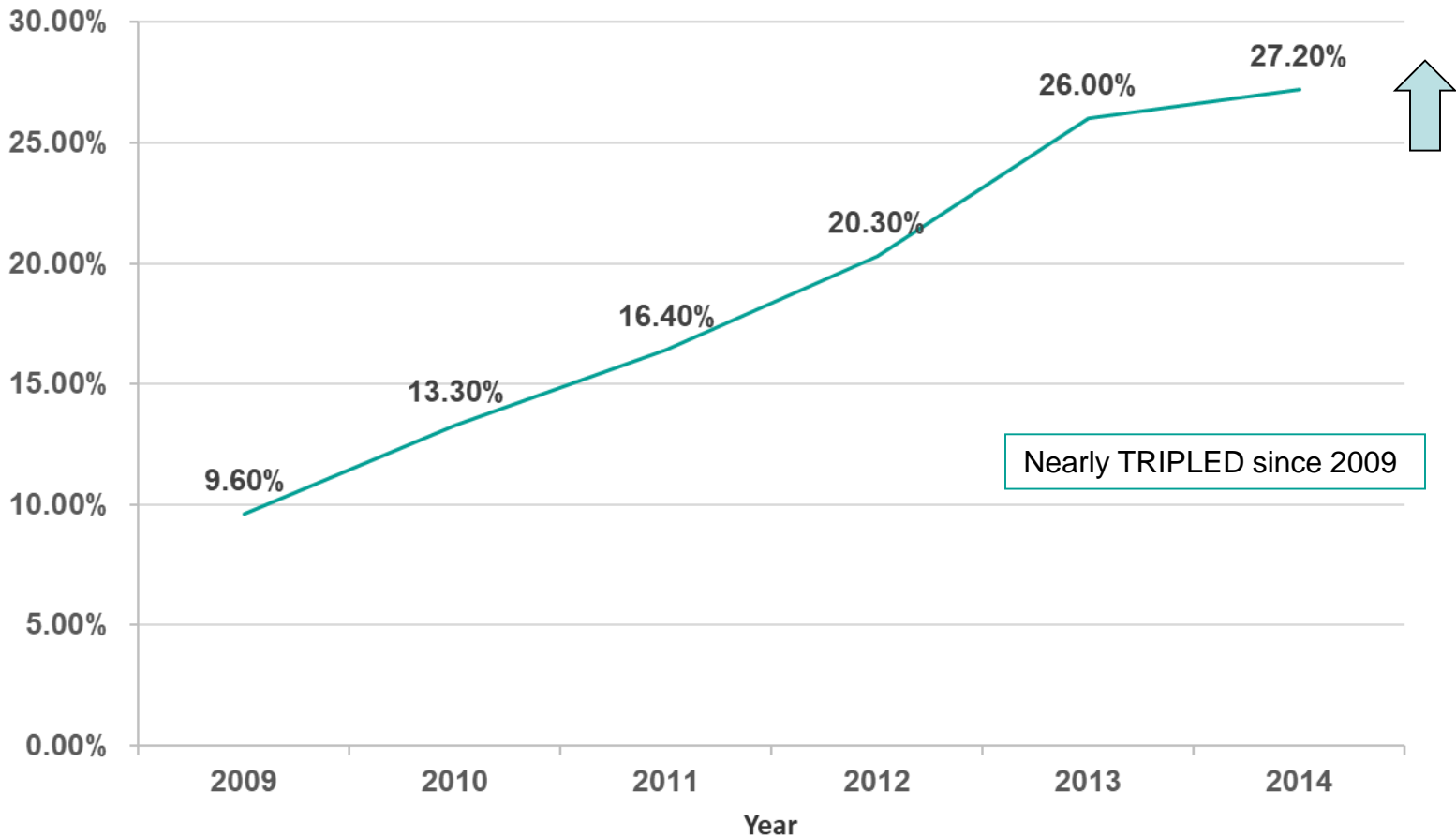
Advising Outcomes: Part-Time FTIC Fall-to-Fall Persistence



Source: THECB Almanac



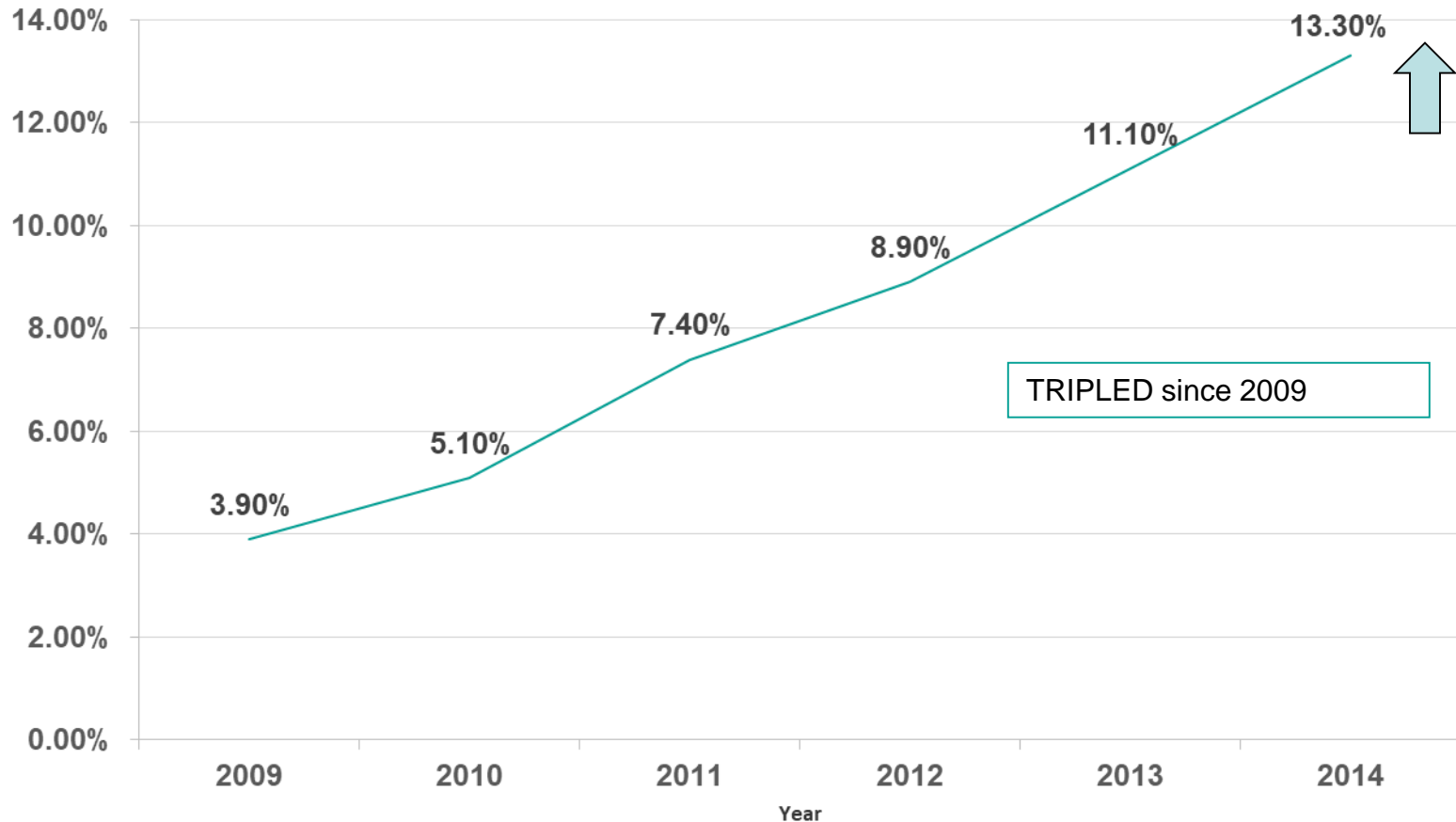
Advising Outcomes: Full-Time Three-Year FTIC Graduation Rates



Source: THECB Almanac



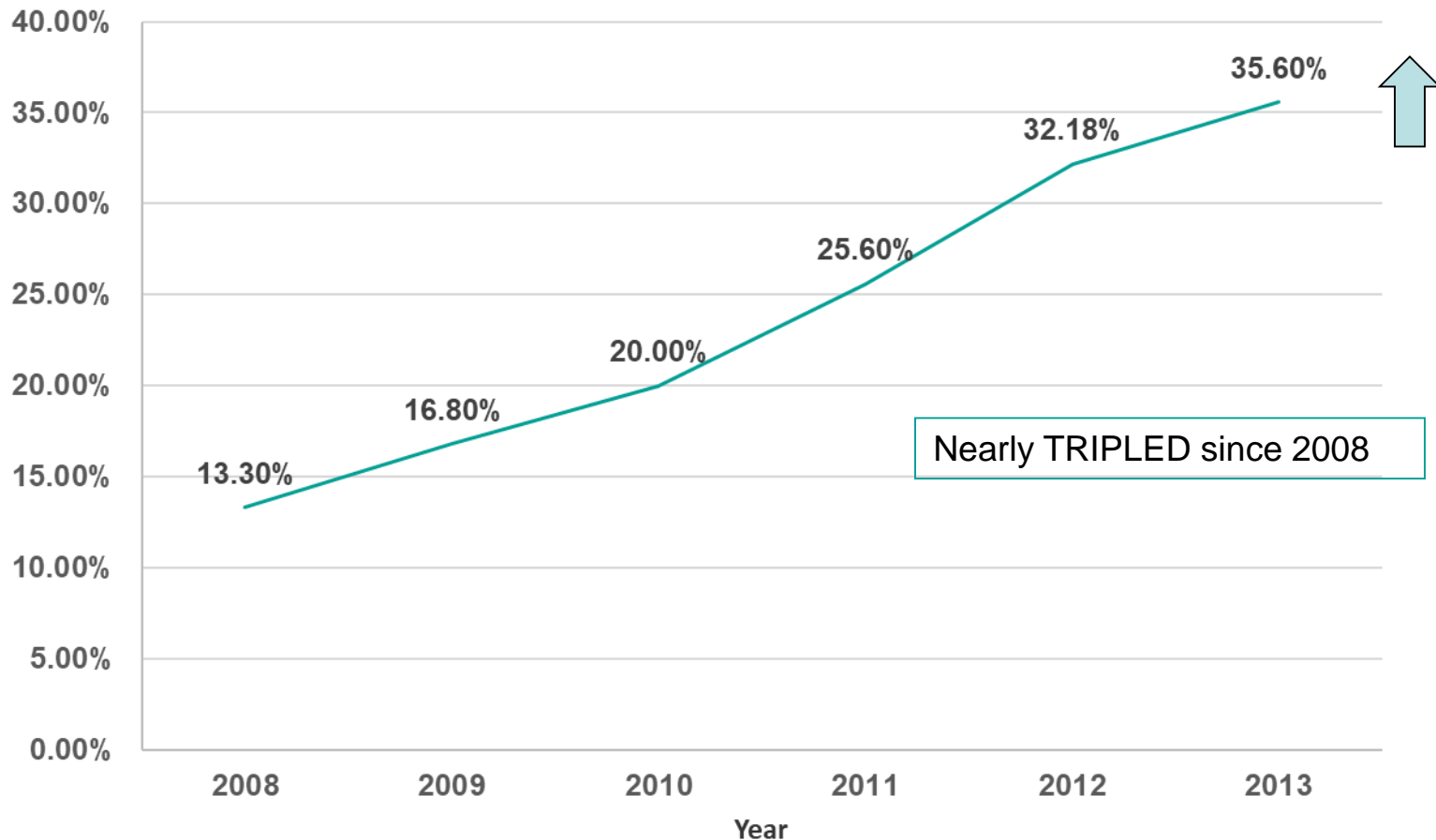
Advising Outcomes: Part-Time Three-Year FTIC Graduation Rates



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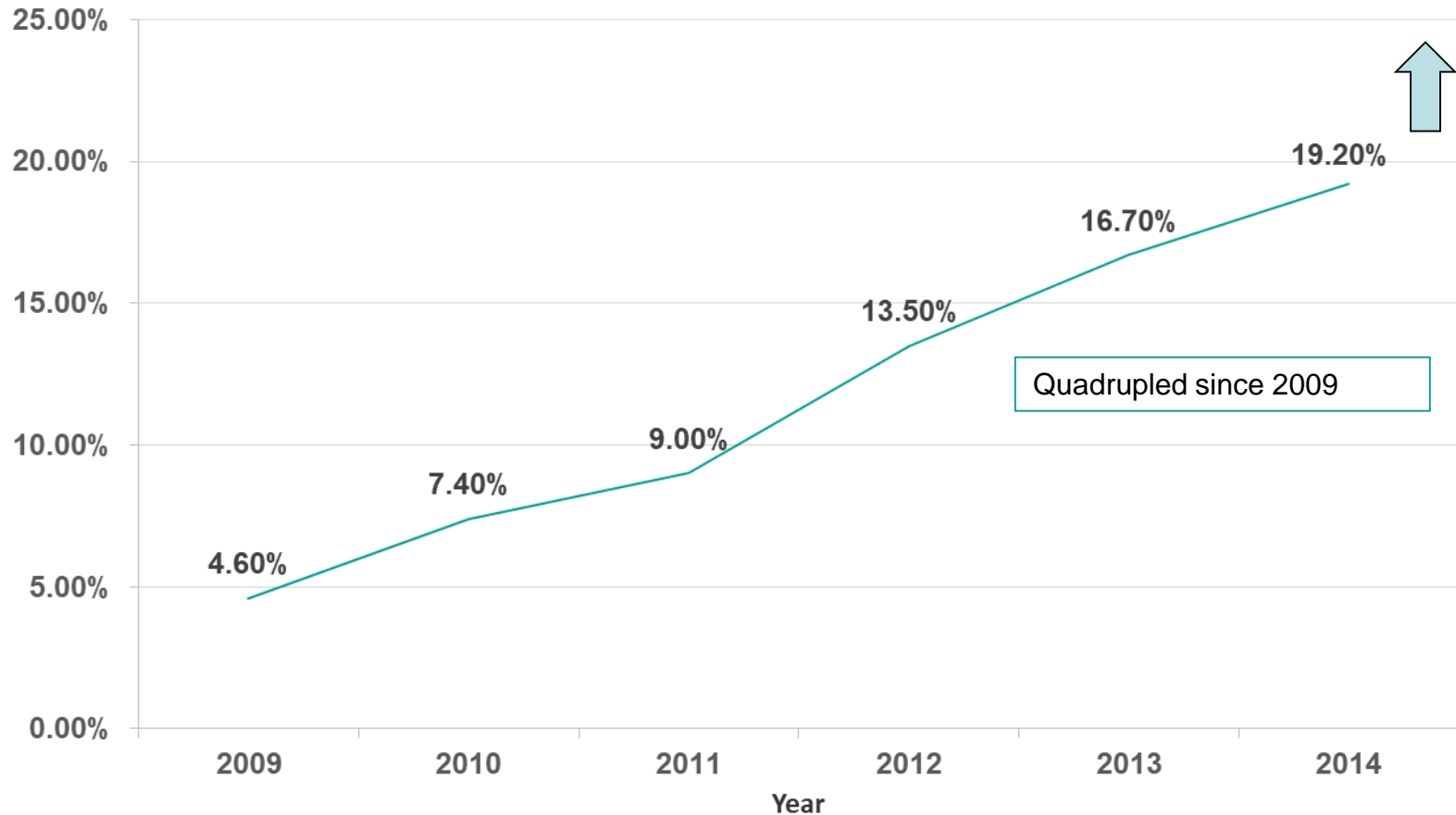
Advising Outcomes: Full-Time Four-Year FTIC Graduation Rates



Source: THECB Almanac



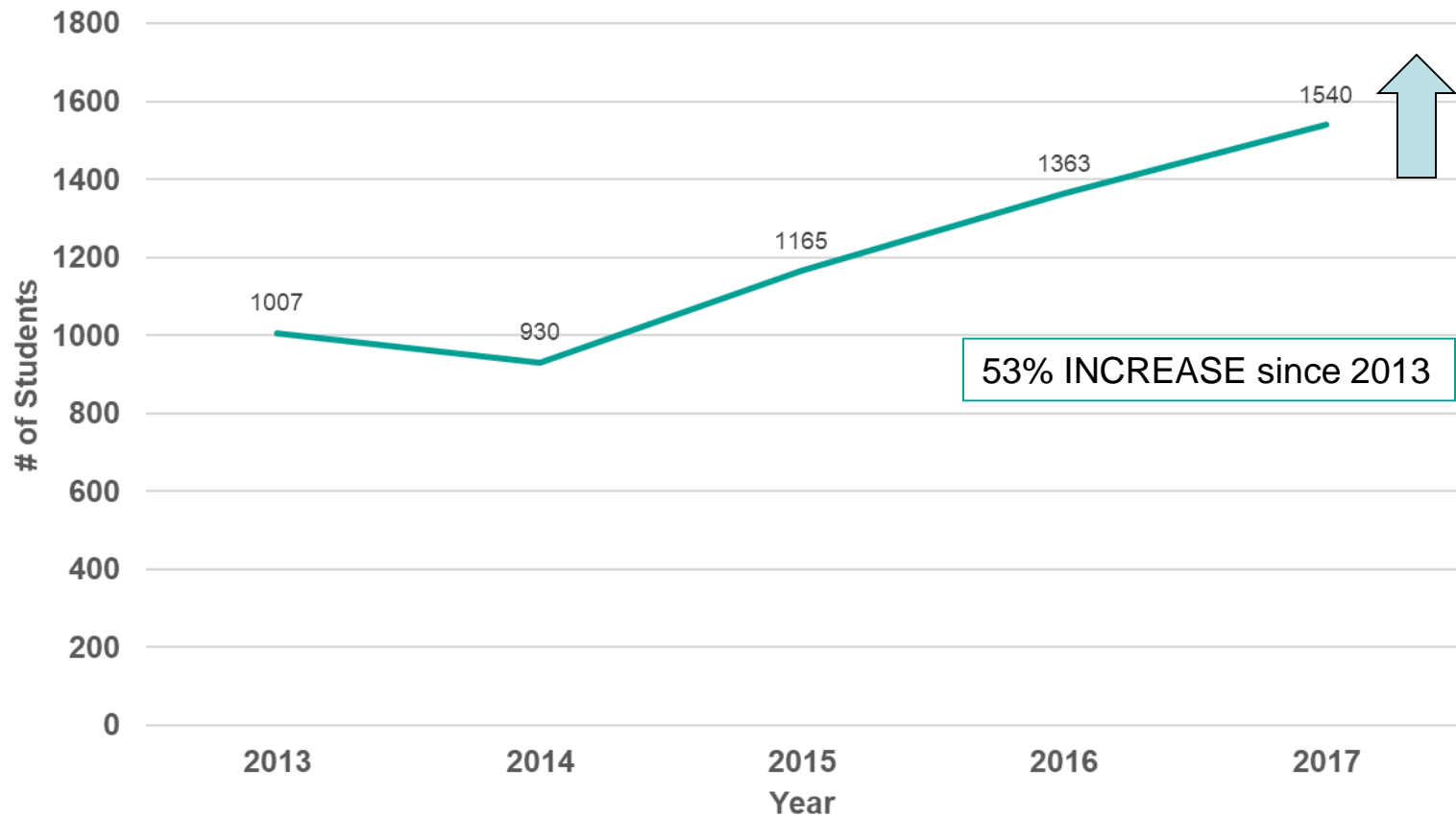
Advising Outcomes: Part-Time Four-Year FTIC Graduation Rates



Source: THECB Almanac



Advising Outcomes: Degrees and Certificates Awarded



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Thank You.

